HONEGGERS'

NEWS POPPER



Taylorville: first of eight dealer meeting series

JUNE
1958

SUMMER SELLARAMA attended by 25000 Honegger sales people

Pictures & Story, Pages 6-8

23 Attend May Farm Service School



Pictured above, front row, (left to right) are Tour Manager **J. C. Ebach** who conducted the school, **Bob Jones** (Mac's Hatchery, Marion, Ind.), **Bill Barrett** (Honegger Farm Building Salesman), **Phil Thomas** (Riegel Feed & Grain, New Paris, Ohio), **Ray Haynes** (Gartin Grain Co., Sims, Ind.), **Carl Mayer** (Litz Elevator, Harvel, Ill.), and **C. W. Duncan** (Wilson & Co., Reinbeck, Ia.). Second row, (left to right) are **Herman Kilgus** (Fairbury Retail), **Haynes Hawkins** (Hawkins Million-Dollar Hen, Mt. Vernon, Ill.), **Randall Mildred** (Mildred Bros. Hatcheries, Warrenton, Mo., **Dave Stephens** (Honegger District Manager), **Don Haney,** (Special Sales Representative, Equipment Division), **Charles Ruggles** (Ruggles Feed Service, Norwalk, Ohio), **George Weisenberger** (Farm Buildings salesman), and **Al Booth** (Missouri Valley Feed & Supply, Mo. Valley, Ia.). Back row (left to right) are **Don Leland** (Butler-Feaster Farm Service, Bourbon, Ind.), **Dick Ramseyer** (Forrest Retail) **Everett Lovell** (Missouri Hatchery, Bowling Green, Mo.), **Gordon Palmer** (Wolcott Feed & Hatchery, Wolcott, Ind.), **Bob Wells,** (Honegger District Manager), **Russell Miarer** (R&B Milling, Green Springs, Ohio), **Larry Nott,** Des Moines, Iowa, **Robert Rokey** (Farmers Co-op), Donnellson, Iowa, **Oscar Hoerr** (Hoerr Feed & Supply), Peoria, Illinois.

When They Say *Welcome,* They Mean It!



THE FLAGS WERE FLYING at Onawa when the Honegger sales meeting took place . . . in picture at left, Frank E. Honegger gets a cheerful reception from Eli C. Myrland, the Mayor of Onawa, while Fred Fountain (in charge of Honeggers Green Gable operations) looks on. The Honegger sales representatives were shown remarkable hospitality by the town merchants, a dozen of whom donned chef's caps to prepare delicious noontime dinners on both days the group was there. On Saturday 75 merchants left their shops and joined Honegger salesmen at the Onawa Country Club to partake in the meal served by their associates.

Business News

. . . *April sets record in production and sales*

April set the record at Honeggers for the highest month of production and profits, according to Mr. Erwin C. Wascher, vice-president in charge of manufacturing and production.

Mr. Robert B. Concannon, controller and treasurer, reports that April was the best feed tonnage month in the company's history, showing an increase of 2,000 tons over April of last year.

"Building sales increased over April, 1957, more than 2 1/2 times; equipment increased more than 2 1/3 times; and profits for the month were at an all time high," claims Concannon.

NUTRITION NEWS

● The new highly effective coccidiostat called GlyCamide will replace NiCarbazin in Big H Poultry Feeds. The new Merck product has all of the advantages of NiCarb, as far as coccidiosis prevention is concerned, and there is no danger of harmful effects if GlyCamide rations should accidentally be fed to layers.

Because of tremendous customer preference for coccidiostats in young-bird rations (85% favor it), Super Starter, Broiler Popper and Broiler Finisher will be available only with GlyCamide, according to Erwin Wascher, vice-president for manufacturing. Starter and Broiler Concentrate (16% and 18% Grower) will be available with or without GlyCamide, he stated.

● Making news in the swine feed department was the announcement that Hygromycin will be discontinued in Baby Piglets. While Honegger research has shown Hygromycin to be an effective worm preventive, research has indicated that this worm-killing additive has a depressing effect on growth. "This serious shortcoming, combined with the high cost of Hygromycin fortification, makes our regular worming program much more favorable," Mr. Wascher explains.

● Two new complete swine feeds have been announced — 15% Pig Grower for feeding from weaning to 125 pounds, and 12% Hog Finisher for use from 125 pounds to market.

Both of these complete feeds are fortified with arsanilic acid and, in order to prevent feeding waste, are manufactured in pellet form only. The trend to larger numbers of hogs — too large for the hog raiser's on-the-farm grain supply — and growing interest in elimination of labor, according to Wascher, promises to increase the sales appeal of complete feeds in the swine market.

● New 32% Steer Pasture Supplement is a pelleted product fortified especially for pasture feeding requirements. It's available with single strength Stilbestrol or plain. It's the pasture counterpart of 32% Special Steer Supplement; but, because less fortification is needed on pasture, the new product is even more economically priced.

Cameraman Gets Hoist for Hog Feeder Shot



UP IN THE AIR with John Bucks, Kileen Studio photographer from Decatur, who gets a 15-foot hoist from Power Scoop forklift operator Jack Hatchett. Donald Andorffer, production manager from Fairbury's Record Advertising Agency, watches Buck as he lines up camera for interior shot of a Honegger Hog Feeder, one of the new equipment lines manufactured at the Taylorville plant. See pages 6 and 7 for information and pictures concerning other Big H Equipment news.

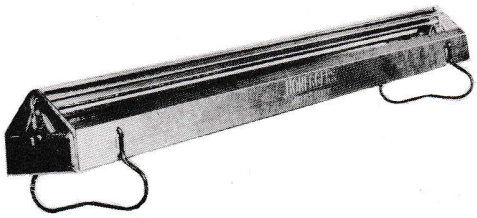
INDIANA PRODUCTION CREDIT MEN ON TOUR



IT WAS A BUSY DAY for Tour Manager Jake Ebach when 37 PCA representatives from Peru, Albion and Hartford City, Ind., took a tour of the Honegger operations. Helping out as escorts were Honegger salesmen Fred McBee (far right), Jim Kremer (2nd from right, front row), and Ralph Broquard (5th from right, front row). All enjoyed the usual tour-taker chicken dinner at the Honegger House Cafe.

SOME OF THE BIG H EQUIPMENT LINE MANUFACTURED AT THE TAYLORVILLE PLANT

Feeders . . .



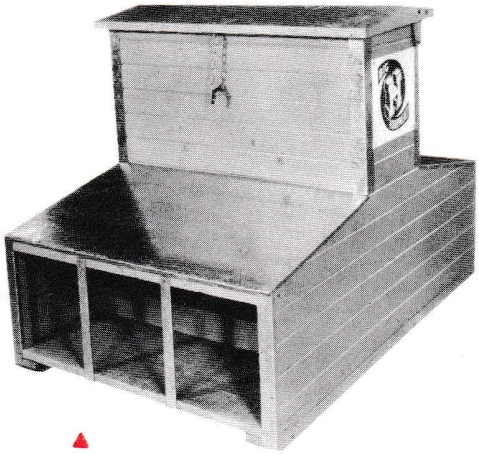
HONEGGER CHICK FEEDERS topped 25,000 in production. They are made of 26 gauge galvanized metal, with three reel adjustments and two position legs. The feeders were distributed through an introductory offer to Big H Feed users early this spring.



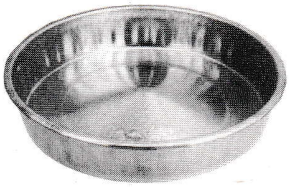
HANGING FEEDER, featuring "tapered-tube" design that prevents bridging of feed, was the first product manufactured in the Taylorville plant. More than 25,000 were produced on first runs last winter and additional orders are in production now.



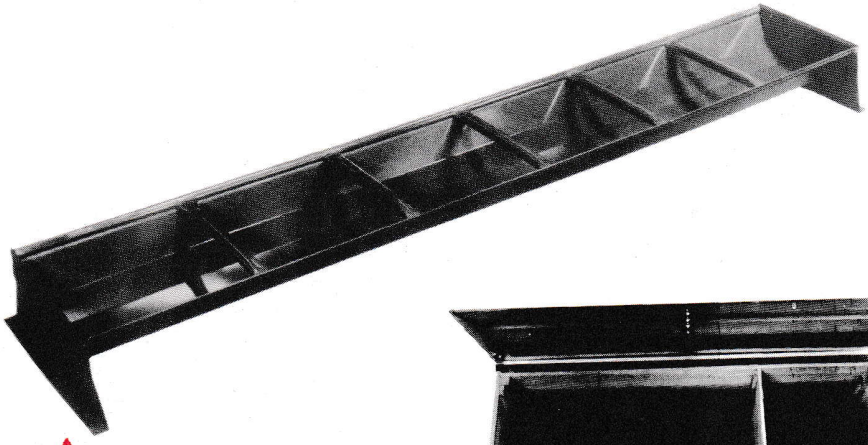
ALL STEEL FLOCK FEEDER represents a new concept in poultry equipment. The 8 ft. feeder—trough ends and all—is made from one piece of metal for more durable service. Round metal perches appeal to hens and, in contrast to flat wood perches, prevent manure build-up which results in sore feet and extra cleaning chores. Vertical feed-saver lip on trough edges makes it difficult for hens to bill out feed.



CREEPETERIA pig feeder provides convenient way for furnishing pigs with special starting rations, with feeder openings too small for the sow to partake of expensive creep feeds.

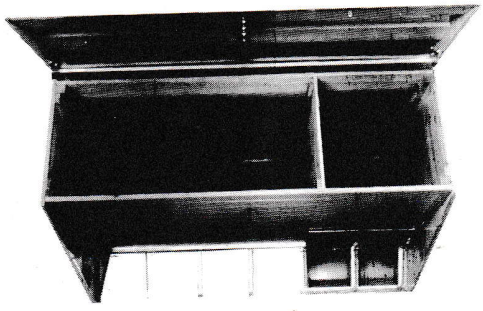


METAL FEEDING PAN for individually confined sows and show animals is one of many items that will be produced on new $25,000 draw press recently installed at Power Scoop plant.



METAL HOG TROUGHS are produced in 2, 4 and 6 ft. sizes. They are used for hand feeding sows and for "flushing" pigs, in accordance with Honeggers' program. Made of heavy gauge steel, the troughs are reinforced by crimped shaping and welded cross-supports and ends. Mineral feeders are also manufactured at Power Scoop.





WOODEN HOG FEEDERS are built from metal parts fabricated at Taylorville, then assembled with wooden sections shipped in from Honegger plant in Onawa, Iowa. Particularly noted for their "non-clogging" feature, the feeders are engineered to take abuse from animals, weather and the jolts of moving. 1000 Hog Feeders are currently being produced in 4, 6 and 10 ft. sizes. At left is interior view.

THE AD THAT HAD TO WAIT

. . . until the U. S. launched a satellite

The red tape was sticking tight when Firma de Rycke, Honegger Associate Hatchery at Gavere, Belgium, conceived their idea for the "Sputnik" Layer ad shown at right.

▼

The copy and artwork were in the printer's hands last December, but had to be held up until the U. S. Jupiter C's firing was a success.

Each time the government would make an attempt with the satellite, Firma de Rycke would eagerly anticipate the appearance of their Layer ad in the Bondsblad and other leading European poultry magazines. But, by the time the satellite's difficulties were ironed out and the Jupiter C soared through the skies, it was the month of March.

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The Flemish copy at the top of the ad reads "A New Star Shines in Poultrydom". Vraag Nu Honegger consists of a network of 61 European hatcheries which have been licensed to produce and sell Honegger Layers in France, Belgium, Holland and Switzerland.

▼

America's leading poultry magazine, Hatchery & Feed, will reprint the Flemish ad in one of their forthcoming issues as an editorial feature.



Modern 2-color ad which appeared in the March issue of Bondsblad, Belgium's leading poultry magazine, will be reprinted in Hatchery & Feed.

Open House business helped them get . . .

Off to a Good Start at Camden



Mrs. Bill Rupp passes out the favors at Open House of new Big H dealer Camden Feed & Supply, Camden, Mich. Mrs. Dorothy Baer of Montpelier, Ohio, who owned the Camden Mill for 14 years, gives a helping hand.



Exterior view of the Camden Mill is a pleasant scene . . . note the display of Honegger Hanging Feeders and Big H Equipment. Camden Feed & Supply was purchased early this year by Bill Rupp, who formerly operated Archbold Feed service, a Honegger dealership at Archbold, Ohio.



Coffee time at Camden Open House finds Mrs. Len Broeck, wife of the town veterinarian, serving the guests. Assisting Mrs. Broeck is Mrs. Stanley Stringham, whose husband is a Camden banker.

WELCOME NEW DEALERS

RIEGEL FEED & GRAIN
New Paris, Ohio

BORCULO FARM SERVICE
Borculo, Michigan

ELK HORN PRODUCE
Elkhorn, Iowa

WILSON & CO., INC.
Reinbeck, Iowa

CAMDEN FEED & SUPPLY
Camden, Michigan

HOLLAND CO-OP.
Holland, Michigan

IRENE ELEVATOR
Cherry Valley, Illinois

LLOYD FRIESE FEED SERVICE
New Boston, Illinois

ALLBRITTEN BROTHERS
Metropolis, Illinois

NEW ASSOCIATE HATCHERIES

MAC'S HATCHERY
Marion, Indiana

FARMERS ELEVATOR CO.
Monticello, Indiana

KIPLING HATCHERY
Colchester, Illinois

MIDWEST HATCHERY
Lockport, Illinois

MILDRED BROS. HATCHERY
Warrenton, Missouri

HONEGGERS' JUNE ALL-STARS

Eastern Div.

KOKOMO GRAIN & FEED
KOKOMO, INDIANA

DERSTINE'S HATCHERY & FEED
TELFORD, PENNSYLVANIA

BARKER ELECTRIC HATCHERY
FRANKFORT, INDIANA

GERBER FEED STORE
DECATUR, INDIANA

VAN WERT HATCHERY
VAN WERT, OHIO

Central Div.

HENDRIX HATCHERY
HERSCHER, ILLINOIS

HONEGGERS' ASSOCIATE STORE
GRIDLEY, ILLINOIS

MARLOWE FEED & HATCHERY
HUNTLEY, ILLINOIS

JIM & DAN'S FEED STORE
GREENUP, ILLINOIS

WALTER BROTHERS
GRAND RIDGE, ILLINOIS

Western Div.

ROSS RIVER FEED & HATCHERY
PRESTON, IOWA

HONEGGERS' FARM SERVICE STORE
INDIANOLA, IOWA

ISENBERGER HATCHERY
CLARION, IOWA

C & H FARM SERVICE
STORY CITY, IOWA

MOORE HATCHERY
PERRY, IOWA

HAPPY BIRTHDAY

IN JUNE

1. **Robert Cogdill** (Onawa)
2. **Alf Eisenman** (Dist. Mgr.)
3. **Guy Long** (Dist. Mgr.)
   Marilyn Rabe (Fairbury)
9. **Dean Hood,** (Indianola)
   Louis Thorp, (Forrest)
10. **William Ramsey** (Onawa)
11. **George Godfrey** (Forrest)
12. **Robert Royal** (Dist. Mgr.)
    Roy Hawkins (Asst. Dist. Mgr.)
    Edd Spence (Taylorville Retail)
13. **Cloyd Wilson** (Mill)
14. **Dan Jones** (Dist. Mgr.)
    Eileen Poppe (Fairbury)
15. **Donald Williams** (Boone)
17. **Clayton Watkins** (Onawa)
20. **Hascal Martin** (Forrest)
22. **Carlos Hammer** (Mill)
24. **Pearl Baker** (Indianola)
    Frank Vaughan (Mill)
    Ralph Mann (Forrest)
26. **Clifford Ransom** (Indianola)
28. **Joe McKimmy** (Fairbury)
    Dean Twaddle (Dist. Mgr.)
29. **Harold Parr** (Onawa)

Words 'n Wisdom

As the sun creates your shadow, God creates your soul—but in each case it is you who determines the shape of it.—The Country Parson—**Register & Tribune Syn.**

We make a living by what we get, but we make a life by what we give.—**York Trade Compositor, hm.**

Coffee Table Chatter

Stork delivers NINE to Tess Turnage;



A typical afternoon coffee-break at Honegger House in Fairbury is enjoyed by secretaries (left to right) Carol Tjarks of Equipment Dept., Pat Brucker and Jane Walker, both of Farm Buildings Dept.

June weather, for the most part, finds coffee replaced by iced tea and many office workers dreaming (on coffee-break time, of course) about being out on a picnic or basking in the sun on a sandy beach. But, since our fate is inevitable, we must be content with air conditioners (and thanks be for them!) and an occasional evening dip in the new Fairbury pool.

With vacation time upon us, your editor takes a drastic and firm stand by announcing that the NEWS POPPER will not publish such items this year...the reason being that it would require a whole page just to list a month's trips and excursions. However, if vacationers take any unusual photos on trips, the NEWS POPPER will give consideration in printing them.

■ Although there doesn't seem to be much other chatter around Fairbury and Forrest this month, that Stork who forgot about us in the last issue really made up for lost time...Mill reporter Vera Ferguson informs us of two new additions to the population, namely Andrew Eugene Tull, son of Mr. & Mrs. Carl Tull, and Phyllis Kay Waibel, daughter of Mr. & Mrs. Glenn Waibel. Little Andy arrived on April 30, weighing 8 lbs. 9 oz. — he has 3 brothers. Phyllis Kay made her debut on the 21st of April, tipping the scales at 8 lbs. 14 1/2 oz. —she has a sister 3 years old.

The third bundle to be dropped by the long-legged bird was 8 lb. 1 oz. June Ernestine Friedman (May 12), daughter of Charles and Doris Friedman. Doris was formerly employed at the Fairbury office in the Mimeograph Room.

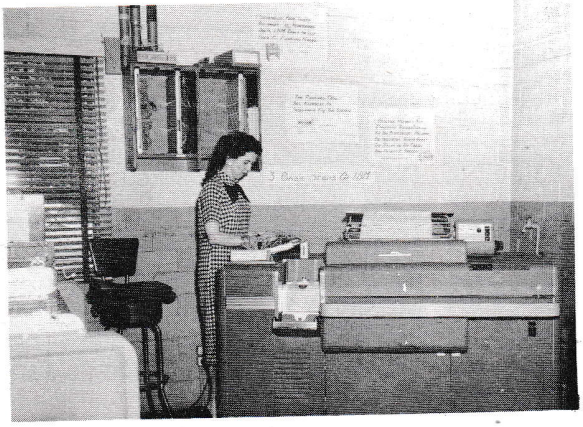
■ And wait till you hear this! The Stork carried not only his satchel to the home of Bob Turnage, but NINE tiny bundles...Tess Turnage gave birth to female quintuplets and male quadruplets on May 14. It is reported she had a pretty rough time, especially since she had them at home. Tess, incidentally, is a

● please turn to Page 15

IBM Machines Hum at Forrest

The Breeder Hatchery, in addition to the new Machine Data Processing Center at Fairbury, has its own IBM Dept. In picture at right, Donna Spry operates the key punch. IBM cards are first punched on this machine and are then sorted by another machine before final reports are prepared on the Accounting Machine.





In picture at left, sorted IBM cards are running through the 402 Accounting Machine which prepares final reports. While the machine is performing its tasks, operator Betty Berlett wires another control panel.

Coffee Table Chatter

Continued from Page 13

pedigreed boxer, who became quite infatuated with a handsome 100 lb. collie named "Try"...by the looks of the litter, he not only tried—he succeeded!

Jake loses bachelor's degree

Cupid also gave us a workout this month...perched on Cloud 9 is none other than one of the company's most confirmed bachelors—Jake Ebach. J. C. announced his engagement to Pat Zimmerman of Fort Wayne, Indiana, on May 19. The date was set for June 8. Why the big rush? Well, as Jake put it, "After waiting for this miracle to happen for 25 years, I'm not wasting any more time than is absolutely necessary!"

Another Honeggerite to trip down the aisle on the same day as our Tour Director is Carol Schrof of Fairbury's purchasing department. Carol's new title is Mrs. Louie Knapp—Louis is a carpenter and the son of Louis Knapp, Sr., an employee at the Breeder Hatchery.

● Jean Mulvany and Charlene McCloud of the Fairbury Office Pin-Poppers bowling team capped first place honors in the women's doubles tournament–the Pin Poppers team won third place in the women's tournament. Here are the final results on all the Honegger teams for their respective leagues:

Research Farm (Men's) 1st place, 8 teams
Hatchery (Men's) 7th place, 8 teams
Hatchery (Women's) 8th place, 8 teams
Fairbury Mill (Men's) 5th place, 6 teams
Fairbury Office (Men's) 6th place, 6 teams
Fairbury Office (Women's) 7th place, 8 teams

Onawa reports the Honegger junior bowling team, the "Little Beavers", took first place in their tournament. Also, 27 people were present at the Iowa branch bowling meet held at Onawa. Trophies were won by Beth Steele, Cliff Turner, Mary Sargent and Mr. & Mrs. Don Smith. All enjoyed a delicious ham dinner at the park clubhouse following the games.

Congratulations go to Ed Steele, Anderson District Manager, who was elected President of the Tipton, Indiana, Jaycees...Joe McKimmy of Fairbury Accounting Department was elected Vice-President of the Fairbury Jaycees.

Let's keep in mind the Employee Suggestion Plan...think, suggest, and cash-in.

Indianola Tonnage Rolls Along



BIGGEST SHIPPER in Indianola is a title that goes to Honeggers where 19 cars of Big H Feeds, pictured at right, were lined up aside the company's Iowa plant. New loading ramp speeds up outbound service.



MAN WITH PULL around Indianola is Jack Green, maintenance man, who switches cars with an F-30 Farmall Tractor. It's an improvision, but it provides 24-hour switching service.

...Some Changes Made

Continued from Page 12

working in Maquoketa, Iowa. He attended Northern Illinois State Teachers College, served in the U. S. Air Force, and is married. He and his wife, Jeanne, have a boy and girl, ages 5 and 3, respectively.

Mr. Don Haney, a resident of Taylorville, Illinois, is now Special Sales Representative of the Equipment Division. Mr. Haney was a Dale Carnegie Instructor. He attended Indiana University and served in the Army for 30 months. Haney is 47 and is married.

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▸FAIRBURY office reports that Beverly Alpers is now a full-time member of the stenographic staff of the Sales Department; Annie Abel, who had been working temporarily in Advertising, is now with the Nutrition Department; Carol Broquard is full-time secretary to Ad Manager Harold Dickey; and

Those to leave the Fairbury office were Leola Beran (Controller's office) and Carolyn Gauger (Nutrition Department).

New at the Fairbury Mill are Ken Hamilton and Bernard Harris.

▸ONAWA informs us of new employees Rex Blake, John Hansen, Leon Henkel, Clayton Watkins, Ray Crosgrove, Ernest Graves, William Harris and Ben Cooper. No longer at Green Gables is Melvin Wyland.

▸BOONE advises the addition of George Pestotnik to its staff.

▸TAYLORVILLE is still growing by leaps and bounds, adding another string of employees: Kleon Haworth, Jr., Lester Kuntzman, Virgil Smith, Cecil Shuck, Dan McWhinnie, William Brachear, Louis Broccardo, Jerry Peters, John Parks, and Georgia Weddle.

▸INDIANOLA has two new employees: Max Youmans and Ray McKnight.

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Prayer is not eloquence but earnestness—Hannah Moore, quoted in **Argonaut.**

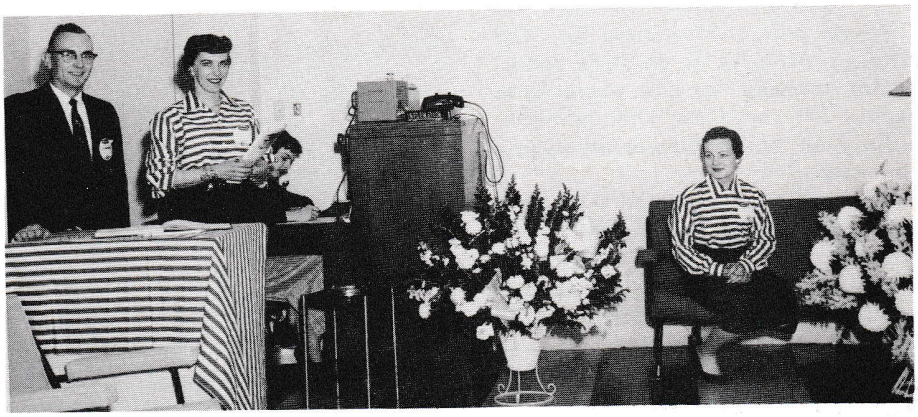
Honeggers' & Co. wish to express their sympathy to the family of Mr. Robert Turnage on the passing of his father, May 13.

It was the talk of the town:

When Honeggers Held Open House at the Fairbury Machine Data Processing Center

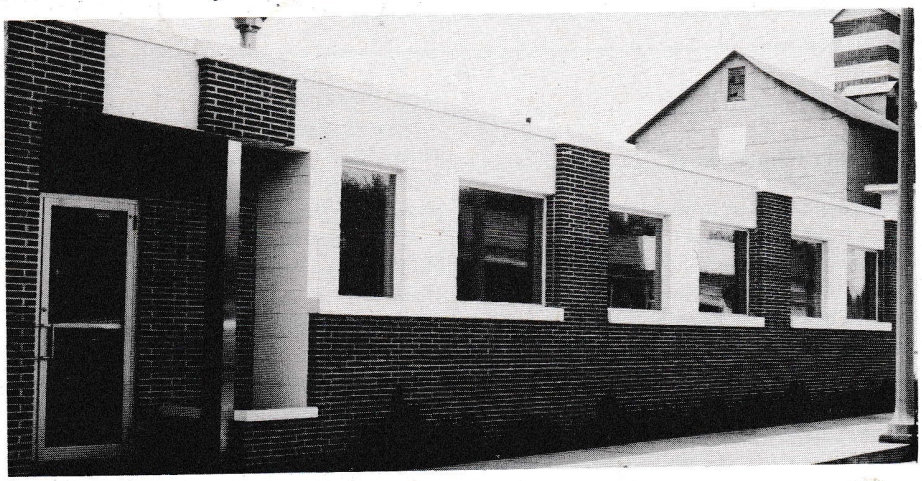


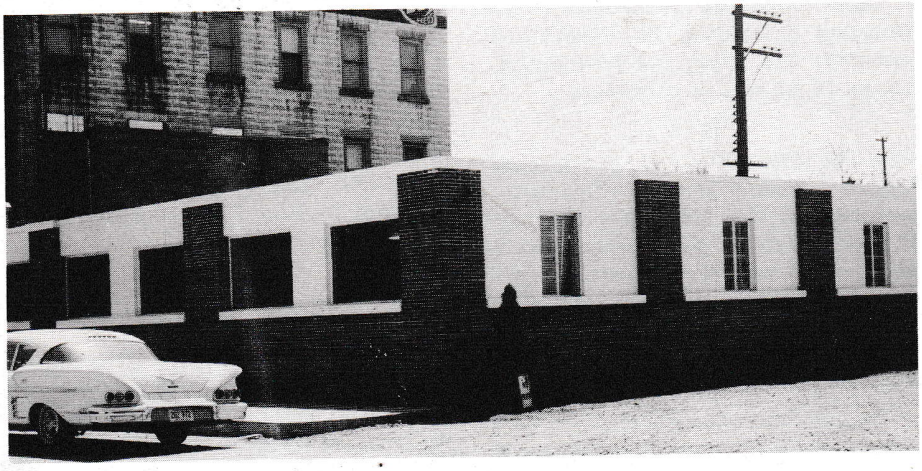
Hundreds of interested spectators viewed the demonstrations given by IBM employees in the new processing center at gala open house April 29. The young ladies with the stripes played hostess to tour groups. Mr. Mark Mitsdarffer, IBM supervisor for the company, stands by Accounting Machine at the right.



Here's the cheerful reception guests received when they came to the IBM Open House. Controller Robert B. Concannon and Mag Hildreth (left) greeted the guests as they paused to sign register book. Mrs. Hildreth also handed out May NEWS POPPERS, which contained a special feature on IBM machines. Honeggers field service clerk, Erma Schmidtgall, waits at right to conduct a tour group.

Below is exterior view of the new building annex to the Fairbury Main Office—the one floor structure houses the processing center, reception room for Honeggers general offices, and the company's accounting, credit and order departments. Officials predict that the building will spring up another two floors within the next few years.





Mother's helper . . .

A little girl came in from play one day to find her mother crying.

"What's the matter, Mamma?" the child asked anxiously.

"Oh, it's Daddy," the mother sobbed. "He's been drinking again. The Devil is in him."

The little girl thought for a moment; then she put her arms around her mother and said, "I don't think the Devil is in Daddy—he's too good. But anyway, we can love the Devil out of him."

—W. G. Sonastine, "What Prayer Is," **Wkly Unity, 2-9-'58.**

HONEGGERS' & CO., INC.
FAIRBURY, ILLINOIS

Sec. 34.66, P.L.&R.
U. S. POSTAGE
PAID
Permit No. 15
FAIRBURY, ILLINOIS

MR. & MRS. ALF FERGUSON
FAIRBURY, ILL.

On the Same Team Again:

STILL PITCHING---*But for Honegger Farm Buildings*

IT'S A CINCH for Farm Building sales with teammates Mel Walker and George Weisenberger giving the sales pitch. Both Mel and George played professional baseball on the same team, although at different times.

Back in 1944 while stationed in Australia, Mel Walker pitched for Phil Rizzuto's U. S. Navy service team, this giving him his start in big-time ball and cultivating a lasting friendship with Rizzuto.

"Dom DiMaggio, star centerfielder of the Boston Red Sox, played in the same league that year," Mel relates. "When he first came to the plate against me, I thought, 'Boy, here's my chance!' Old Dom didn't cooperate though. He teed off on my first pitch and hit it clear out of the park unto a distant race track... farthest ball he ever hit in his life, I think."

Most service team batters, however, didn't find Mel so easy to hit. A skilled knuckleball pitcher, Mel hurled a no-hitter for the New London, Conn., Submarine Base team.

It was in the Corona Naval Base Hospital in California in 1945, while recuperating from a leg injury sustained during a crash-dive on a submarine, that Mel got his start in professional ball. He was out in the hospital yard pitching to a buddy when he caught the eye of Bill Veeck, then owner of the Milwaukee Brewers (later owner of the Cleveland Indians and St. Louis Browns), who was also bedridden in the same hospital. When Mel returned to the ward, Veeck motioned him over. "Ever played baseball, fella?" Veeck asked.

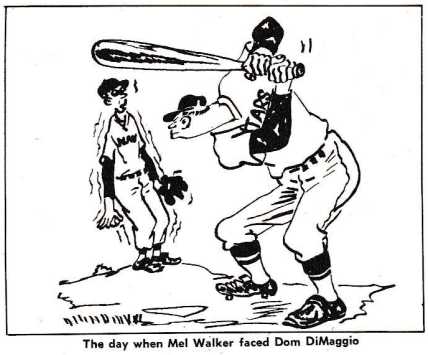
That question led to a professional baseball contract for Mel Walker, who started pitching in 1946 with Middletown of the Ohio State League, a farm club of Veeck's Milwaukee Brewers. While playing for the pennant winning Middletown club, Mel roomed with Dale Long, now star first-baseman of the Chicago Cubs. Mel still drops in the Cub clubhouse to chat with Long and rehash old experiences.

17 strikeouts in one game

Mel had a winning record for Middletown and set a league record with 17 strikeouts in one game!

We have to go back a lot farther to pick up the baseball career of George Weisenberger— way back to 1926. George played shortstop for Middletown in that era, along with Lew Fonsica, former star player and manager of the Chicago White Sox. George comes from a genuine baseball-minded family. His mom, now 78, is an avid Cincinnati fan and listens to every game.

Honegger Farm Buildings ought to score a lot more hits with these two veterans on the sales team.



The day when Mel Walker faced Dom DiMaggio

Gestures

Pam, a friend of ours in the 2nd grade, enjoys numbers. One day she announced to her family that she could now count up to 7,000. After awhile she became very thoughtful, and finally asked: "What happens after 7,000? Do the numbers just stop?" Her father assured her they didn't stop, but went on to infinity.

That evening as Pam climbed the stairs to bed, her astonished family heard her counting thoughtfully, "Infinity and one, infinity and two, infinity and three . . . "—**Christian Science Monitor.**

Johnny, who had acquired the habit of using profane language quite extensively. was warned by his mother never to say such words again, or she would pack his clothes and turn him out.

Johnny promised his mother that he wouldn't, but it was not very long until she heard him swear. She immediately packed his clothes and put him out of the house.

The boy stood on the steps for approximately an hour, his mother watching him from the window, and finally opened the door and asked him why he did not leave.

"I was wondering," he replied, "where the hell I would go."—**Oral Hygiene**

A lad in Boston, rather small for his years, worked in an office as an errand boy for four men who did business there. One day the men were chaffing him about being so small, and said to him:

"You never will amount to much; you never can do business; you're too small."

The little fellow looked at them. "Well," he said, "small as I am I can do something which none of you four can do."

"Ah, what is that?" they asked.

"I don't know that I ought to tell you."

But they were anxious to know and urged him to tell what he could do that none of them was able to do.

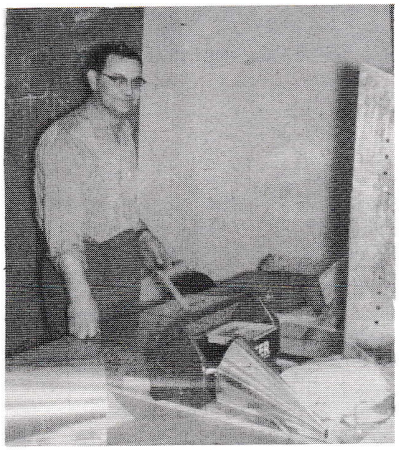
"I can keep from swearing," said the little fellow with confidence.

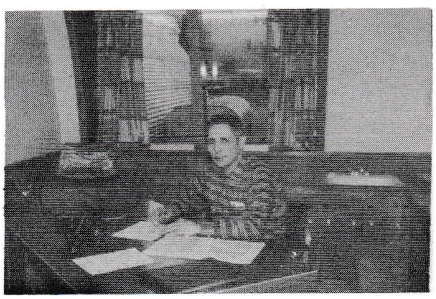
The four men did not question him further.—**Topincal Illustrations**

Personnel profiles at Power Scoop



Number of personnel at Taylorville Power Scoop branch increases every month as Honeggers' equipment line is expanded. Pictured here are three men who have recently joined the office forces. Robert Trost, above, is plant timekeeper; Berthold Boggs, near right, is methods man; and Al Mauer, far right, is the engineer.





There's Been Some Changes Made

Merle Power moves West; Broquard takes Quincy vacancy

Helping to launch the new farm buildings campaign are two new salesmen—George Weisenberger, who handles the Ohio territory, and Bill Barrett, who handles Indiana and Michigan.

Mr. Weisenberger, 53, from Ottawa, Ohio, has had 22 years of sales experience. He is married and has two daughters, ages 22 and 24. For more personal information about George, be sure to see the article on Page 14.

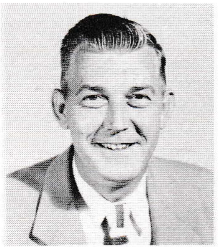
Mr. Barrett, 32, is a resident of Kankakee, Illinois, where he was employed by Interlocking Fence Co. He attended Regis College at Denver, Colorado, and served in the U. S. Air Force. He and his wife, Elizabeth, have four children, ages 6, 5, 4 and 2... and they just might have another by the time this article is printed!



DICK RAMSEYER places a 3-gallon chicken waterer in display set up at the Forrest Retail Store. Cage on top of Milk Replacer cartons was made by Emil Herberich, retired Tour Manager at Honeggers. Left side of cage depicts the old type chicken house, and side at right shows the new insulated type with waterer and feeder on the roost. Ramseyer, presently working at the Retail Store, is part of the company's sales trainee program.

Mr. Dick Ramseyer, 23, a graduate of Bluffton (Ohio) College is now a part of the Honegger Sales Trainee program. At the present time Dick is working at the Forrest Retail Store. He resides at rural route 4, Pontiac, and he attended Fairbury High School.

Other changes and new appointments include Joe Schlatter as Eastern Division Manager for the states of Ohio and Pennsylvania. Mr. Schlatter was formerly District Manager of the Dayton-Van-Wert Districts. Acting as East Central Division Manager for the states of Indiana and Michigan is Mr. Charles Rasmussen. Mr. Robert Turnage is still serving in his capacity as Central Division Manager, and Mr. Bernard Roesner is Iowa Division Manager. Mr. **Merle Power**, formerly District



◀ **Merle Power takes over as Division Mgr. of Missouri territory.**

Manager for the Quincy District, is now Division Manager for Missouri.

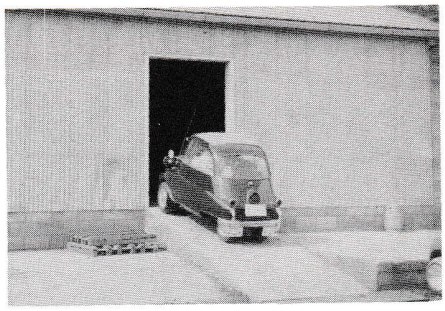
Mr. Ralph Broquard has been promoted from District Manager of the Monticello District to District Manager of the Quincy District. Mr. Mark Horner has been assigned the sales responsibilities for the Monticello District in addition to the South Bend District. Assistants Fred McBee and James Kremer will be working with Mr. Horner.

Filling the vacancy in Dayton District is Mr. Richard Gordon, and Van Wert District will be handled by Mr. Guy Long.

New District Manager for Sioux City District is Mr. David Stephens. Mr. Stephens, 40, is originally from Aurora, Illinois, but has been

● please turn to Page 15

Try this with a Caddy!



Winterset District Manager Bill Lear tours the Indianola Mill in his new Isetta. The vehicle is small enough to drive any place a forklift truck can go.



April 19 was a busy day for Herman Kilgus and Mgr. Bill Gittinger as orders were written for 182 tons of feed sold to open house visitors. Attendance of 660 farm folks set the record for nine open houses staged by Honegger dealers on the same day. Scene is the Fairbury Retail Store.



Sam Kennedy, vice-president in charge of the Taylorville Power Scoop Corp., relaxes at home with his wife and their six children. ▶

The Mrs. Plays Hostess



Pouring the coffee at Wilkinson Feed & Supply Open House at South Haven, Michigan, is Mrs. R. L. Wilkinson. Standing directly behind Mrs. Wilkinson is Kalamazoo District Manager Bob Royal. Next to Royal in background is Honegger Associate hatcheryman Harold Nagelkerk who runs Pioneer Poultry Farm at Zeeland, Mich. Man with hat at right of Nagelkirk is Bernard Sherburn, Honegger dealer at Decatur, Mich.

WITH THE DEALERS

Watch sales soar now:

These Wisconsin Dealers Earned Their Diplomas





Salesmanship School Held at West Bend

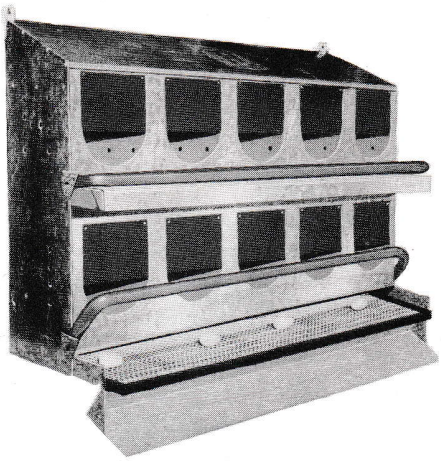
Special sales training sessions were conducted at West Bend, Wisconsin, for West Bend Elevator employees. Also attending the four Monday night meetings were dealers and their employees from Sunnyside Hatcheries at Madison and Beaver Dam and Columbus Mills, Columbus, Wisconsin.

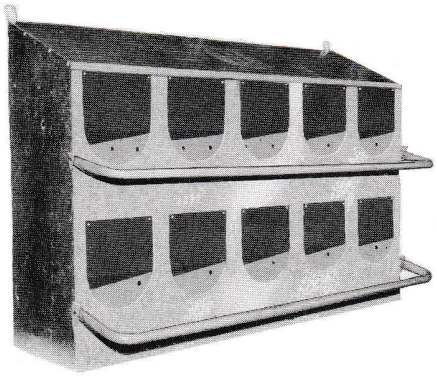
Top photo at left depicts the enthusiastic spirit of "Graduation Night" for the class—the man with the big smile seated at right of table with the suitcoat and tie is Mr. Gene Lange, dealer from Columbus. Seated at his right is Mrs. John Kratz, wife of West Bend Elevator dealer John Kratz, who stands behind Mr. Lange.

Lower picture catches Honegger Central Division Manager Bob Turnage in act of congratulating John Kratz for his splendid cooperation in conducting the meetings. Beaver Dam District Manager Bruce Verkruyse stands at left of Kratz, while Equipment Manager Keith Newtson looks on at far left.

"The school was a big success," remarked Turnage, "and I'm sure those who attended profited from the experience just as much as they apparently enjoyed it."

MORE BIG H EQUIPMENT MADE AT POWER SCOOP





Nests . . .

At right are two of six models of nests manufactured at Power Scoop. At top is the Roll-Out type and bottom shows the standard front-service type. Rear service standards, as well as Roll-Thru Nests are in production now. In addition to 10-hole models, a third tier of nests will be available later, making all four models available in 15-hole sizes. This will constitute the most complete line of nests made by any manufacturer, company officials claim.

Bins . . .

Metal bulk bins and grain bins will also be manufactured at the Taylorville plant. Power Scoop reports that metal is being formed at the present time and completed bins, which will be for Honeggers own bulk feed installations at Taylorville, will be ready by the time the concrete footings are in.

About the Cover:

Farm Building Mgr. Charles Holforty serves a good-sized helping of barbecued chicken to Mrs. Glen Sunderland. Her husband, who owns Sunland Hatchery, Newton, Illinois, waits his turn. Springfield Asst. Dist. Mgr. Wallace Yoder keeps an eye on the chicken, while Ron Thomas of Fairbury Retail strolls around in the background at the Taylorville meeting.



Enjoying the delicious chicken barbecue at Taylorville are (l. to r.) Mrs. Ken Lozier, whose husband is vice-president in charge of advertising at St. Regis Paper Co., New York, Mrs. E. F. Dickey, Mrs. Sam R. Honegger and Mrs. Frank E. Honegger. Mr. Lozier delivered a speech entitled "A New Yorker Looks at Honeggers" at the daytime sales meeting held at Power Scoop.

SUMMER SELLARAMA attended by 25000 Honegger sales people

Interior of Power Scoop warehouse makes a good pavilion for Chick-N-Q. In case of rain and because they felt the dealers and their wives were more important, the Honegger crew carried hundreds of feed bags outside to make room for the crowd.





Wallace Yoder, Asst. Dist. Mgr. for Springfield Dist., dubs as a newsboy passing out copies of the TaylorvilleBREEZE-COURIER which gave Honeggers a front-page spread as well as other write-ups on Big H Equipment.

Here's the crew that travelled around to all the Chick-N-Qs and cooked the meals. Left to right are John Malcom and Wally Ross from the Breeder Hatchery at Forrest; Fred McBee, Asst. Dist. Mgr., South Bend Dist.; Wally Yoder, Asst. Dist. Mgr., Springfield Dist.; Bob Turnage, Central Division Mgr.; Chas. Schuchman of Carlyle who works for Hoffman Elevator; and Don Haney, special sales representative for Big H Equipment.



When Honeggers came to town:

TAYLORVILLE ROLLED OUT THE RED CARPET

The town of Taylorville literally rolled out the red carpet on June 1 when over 600 persons connected with Honeggers came to the combination sales meeting — dealer Sell-a-rama chickencue. Not only did the town newspaper give the story a front-page spread, but the Taylorville radio station even broadcasted two programs from the Power Scoop plant.

Store-fronts decorated with WELCOME signs made everyone feel right at home for the big occasion at which the complete line of Big H Equipment was introduced to Honegger dealers.

The equipment, featured on the following pages, is produced at the Taylorville plant.

The chickencue held at Taylorville was the first of eight such affairs to be held across the nation from June 1 through June 11. Others took place at Rockford, Ill., Lansing, Mich., Marion, Ohio, Indianola, Iowa, Rochester, Ind., Nashville, Ind., and New Holland, Pa.

150,000 Catalogs Ready To Go!



Mickey Netherton of Fairbury's Record Printing Co. has a hard time keeping some 8,000 new Farm Building Catalogs balanced on rack as he moves them to the imprinting presses.

New 48-page, 2-color book a great aid to dealers . . .

A new advertising program designed to help Honegger dealers become recognized as the major supplier of prebuilt farm buildings and livestock and poultry equipment is now under way. New 48-page, 2-color Farm Building Catalogs, imprinted with the dealer's name, are furnished free of cost along with a series of 12 mats for advertising Farm Buildings and Equipment in weekly newspapers.

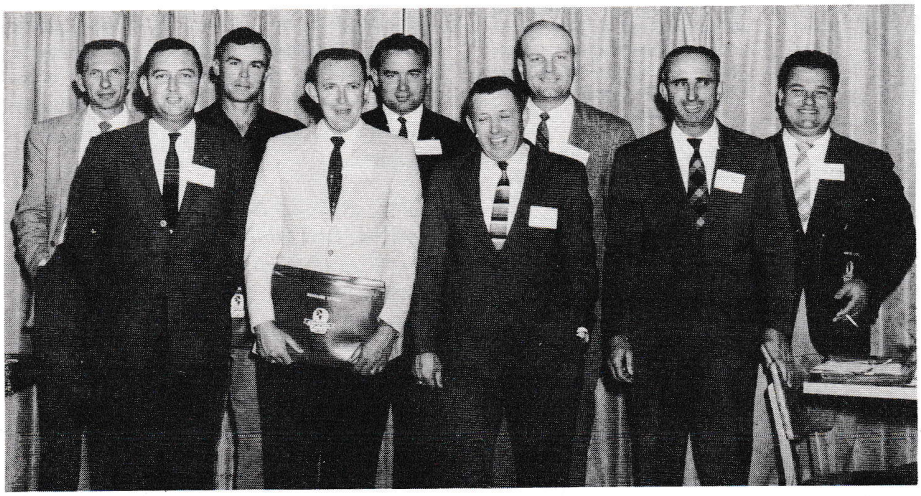
By scheduling the local newspaper advertising, dealers qualify for a free mailing of the big, impressive catalogs.

The number of copies allotted each dealer is equal to his Livestock & Poultry News mailing list, not to exceed 750 copies.

"In this way, the number of free catalogs going into each dealer's trading area is governed by the amount of promotion that he puts behind Honegger products in his regular mailings," according to Ad Manager Harold Dickey. Extra copies are available—imprinted and mailed—at 12¢ per catalog.

More than 75,000 of the catalogs have been mailed by NEWSPOPPER press time, and district managers report that the promotion has already brought new business into Big H stores.

ALABAMA COSBY-HODGES GROUP TAKE A TOUR

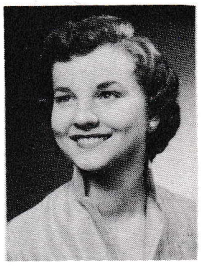


NINE REPRESENTATIVES from Cosby-Hodges Mill at Birmingham, Alabama, journeyed to Forrest on April 29 and were escorted on a tour of Honegger operations. The group, hosted by **Dr. George Godfrey,** vice-president and executive director of the Breeder Hatchery, also attended Open House festivities at the Fairbury Machine Data Processing Center. From left to right are **Douglas Putnam, Rudy Scroggins, Charles Sellers, Jack Glenn, Charles Wilson, Tom Howle, Henry Melichar, Ernest Hicks and Winford Boutwell.**

HARVEY PLACES IN PAGEANT

Honegger House Hostess Wins 1st Runner Up Trophy

Smiles were the style May 29 as far as Sherrill Harvey was concerned. The talented and attractive 18-year-old **Honegger House** hostess won second place at the Miss Livingston County Beauty Pageant. A 1958 graduate of Fairbury High School and a resident of nearby Cropsey, Miss Harvey offered stiff competition for Dwight's Nancy K. Jacobsgaard who now holds the title as the reigning queen. Miss Harvey, who has performed for various Honegger programs as a member of a trio called "The Harvey Sisters," sang the beautiful and difficult "El Bachio" at the pageant.



Sherrill Harvey

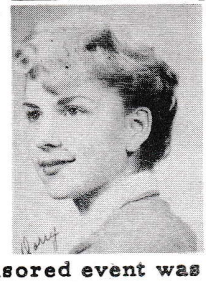
▶Two other Honegger girls were among the ten pageant entries. Erma Schmidtgall, field service clerk at the Fairbury office, presented a dramatic **speech entitled** "My Democratic Heritage". Miss Schmidtgall, also 18 and a 1957 graduate of Fairbury High School,



Erma Schmidtgall ▶

was the only entry who resides in Fairbury.

Honegger House waitress from Forrest, Dorris Bryant, 18, modeled a smartly styled, home-sewn dress.



Dorris Bryant ▶

The Jaycee-sponsored event was held at Fairbury High School's Lincoln Auditorium, and WCIA newscaster Fred Sorensen emceed the entertaining program. Judges were the distinguished WLS personality Martha Crane, U of I Journalism professor Dr. Richard Hildewein, Bradley University (Peoria) professor Dr. Leon Engers, and Joan Cullers, society editor of the Bloomington Pantagraph.

Improvement

by Edgar Guest

THE JOY OF LIFE is living it; or so it seems to me;
In finding shackles on your wrists, then struggling till you're free;
In seeing wrongs and righting them, in dreaming splendid dreams;
Then toiling till the vision is as real as moving streams.
The happiest mortal on the earth is he who ends his day
By leaving better than he found to bloom along the way.

Were all things perfect here, there would be naught for man to do;
If what is old were good enough, we'd never need the new.
The only happy time of rest is that which follows strife
And sees some contribution made unto the joy of life.
And he who has oppression felt and conquered it is he
Who really knows the happiness and peace of being free.

The miseries of earth are here and with them all must cope.
Who seeks for joy, through hedges thick of care and pain must grope,
Through disappointment man must go to value pleasure's thrill;
To really know the joy of health, a man must first be ill.
The wrongs are here for man to right, and happiness is had
By striving to supplant with good the evil and the bad.

The joy of life is living it and doing things of worth,
In making bright and fruitful all the barren spots of earth.
In facing odds and mastering them and rising from defeat,
And making true what once was false, and what was bitter, sweet.
For only he knows perfect joy whose little bit of soil
Than is richer ground that it was when he began to toil.

—This poem was submitted for publication by Mr. Frank E. Honegger, 1st Vice-President.

A Prayer

ALMIGHTY GOD, we come before thee this evening in this our 22nd Annual Convention, to study and to deliberate upon matters that have to do with the bountiful resources of Thy Kingdom. Be with us and guide us as we make these decisions. Bless the good we accomplish, forgive what we do amiss, help us always to honor our pledge—to save and faithfully defend from waste the natural resources of our country, its soils, minerals, its forests, water, and wildlife.

WE THANK THEE, LORD, for this food from Thy bountiful universe; bless it for its intended use. Be with us on the morrow when we continue our deliberations. Be with us as we go to our several homes, and see us safely there.

AMEN

—The above prayer was written by Louis Paul, past president of the Illinois Federation of Sportsman Club. Mr. Paul is Pontiac store manager for Jacobson Grain Co., Pontiac, Ill.



MAIL BOX

Dear Editor:

Please accept my congratulations on your recent issue of Honeggers' NEWS POPPER. I have always enjoyed reading the NEWS POPPER, but on this issue you and your staff outdid yourself.

You might be interested in knowing that for some reason or another we received two issues of the NEWS POPPER and that one goes home with me and the other circulates around our office and everybody here enjoys reading it. We will continue to look forward to receiving each issue of the NEWS POPPER and once again want to send our congratulations on a job well done.

—E. K. Hutter, General Manager, Dairy Division, Hygrade Food Products Corp., Quincy

The News Popper welcomes and appreciates comments from its readers.

—Editor

Bit of Philosophy:

How's Your Rig?

Back in '96, a city dude was going across the country in his overstuffed rig. His horse was getting tired and discouraged. So was the dude. He stopped to rest and visit with a farmer working along the roadside.

"How much longer is this rough, steep hill?" he asked.

The farmer replied: "That road is level and smooth, Mr. — you have lost your back wheels!"

Perhaps when the path to success seems rough and uphill, we should check all four corners of our rig.

—Clarence Bitting,
Farm Building Salesman—
Central Division.

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